Friedman, Sheldon
(coauthor)
Inverse Seniority: Timely Answer to the Layoff Dilemma?
Number 5, Page 65

Friedman, Walter F.
Physical Distribution: The Concept of Shared Services (Thinking Ahead)
Number 2, Page 24

Fuss, Norman H., Jr.
How to Raise Prices—Judiciously—To Meet Today's Conditions (Ideas for Action)
Number 3, Page 10

Gale, Bradley T.
(coauthor)
Market Share—A Key to Profitability
Number 1, Page 97

Gluck, Frederick W.
(coauthor)
Managing Technological Change: A Box of Cigars for Brad
Number 5, Page 139

Goldberg, Ray A.
U.S. Agribusiness Breaks Out of Isolation
Number 3, Page 81

Golden, L.L.L.
Corporations Cannot Continue to Be Faceless (Ideas for Action)
Number 5, Page 6

Goldstein, Robert C.
(coauthor)
Personal Privacy Versus the Corporate Computer
Number 2, Page 62

Gossett, William T.
Legal Counsel as a Social Adjuster (Ideas for Action)
Number 3, Page 6

Green, Paul E.
(coauthor)
New Way to Measure Consumers' Judgments
Number 4, Page 107

Hackman, J. Richard
Is Job Enrichment Just a Fad?
Number 5, Page 129

Harper, William K.
(coauthor)
How about Original-Issue, Deep-Discount Bonds? (Ideas for Action)
Number 5, Page 8

Henry, Porter
Manage Your Sales Force as a System
Number 2, Page 85

Hershey, Robert
Planning for the Unthinkable (Ideas for Action)
Number 4, Page 20

Hostage, G.M.
Quality Control in a Service Business
Number 5, Page 98

Huberman, John
'Discipline Without Punishment' Lives (Ideas for Action)
Number 4, Page 6
Management with Objectives—Or by Reaction (Ideas for Action)
Number 6, Page 10

Hulme, Robert D.
(coauthor)
The Blue-Collar Worker Goes on Salary
Number 2, Page 104

Hunt, Pearson
Funds Position: Keystone in Financial Planning
Number 3, Page 106

Ivanetic, Mirjan
Borrowed Liquidity: Signal of Corporate Distress (Ideas for Action)
Number 1, Page 6

Johnson, Thomas G.
(coauthor)
Young Viewers' Troubling Response to TV Ads
Number 6, Page 109

Jones, Reginald H.
Why Business Must Seek Tax Reform
Number 5, Page 49

Judd, Maren
(coauthor)
Sources on the New Pension Law (For the Manager's Bookshelf)
Number 3, Page 36

Kellogg, Douglas E.
How to Buy a Small Manufacturing Business
Number 5, Page 92

Kelly, James N.
(coauthor)
Get Ready for Price-Level-Adjusted Accounting (Ideas for Action)
Number 2, Page 6

Kotler, Philip
(coauthor)
Strategies for High Market-Share Companies
Number 6, Page 63

Krugman, Herbert E.
What Makes Advertising Effective?
Number 2, Page 96

Lambin, Jean-Jacques
What Is the Real Impact of Advertising?
Number 3, Page 139

Lear, Frances
EEO Compliance: Behind the Corporate Mask
Number 4, Page 138

Levinson, Harry
On Executive Suicide
Number 4, Page 118

Levitt, Theodore
Dinosaurs among the Bears and Bulls
Number 1, Page 41
Marketing Myopia (HBR Classic)
Number 5, Page 26

Lodge, George Cabot
(coauthor)
Our Society in 1985—Business May Not Like It
Number 6, Page 143

Lorange, Peter
(coauthor)
Strategic Planning in Diversified Companies
Number 1, Page 81

Luke, Robert A., Jr.
Matching the Individual and the Organization (Keeping Informed)
Number 3, Page 17

Lund, Robert T.
(coauthor)
Inverse Seniority: Timely Answer to the Layoff Dilemma?
Number 5, Page 65

Mace, Myles L.
Becoming More Aware and Knowledgeable (From the Boardroom)
Number 5, Page 170
Legal Guidelines for Directors (From the Boardroom)
Number 5, Page 18
(contributing editor)
Management Information Systems for Directors (From the Boardroom)
Number 6, Page 14

Manne, Alan S.
What Happens When Our Oil and Gas Run Out?
Number 4, Page 123

Martin, William F.
(coauthor)
Our Society in 1985—Business May Not Like It
Number 6, Page 143

McColough, C. Peter
The Corporation and Its Obligations (HBR Interview)
Number 3, Page 127

Meitz, A.A.
(coauthor)
How to Cope with Supply Shortages
Number 1, Page 91

Miller, Jeffrey G.
(coauthor)
Behind the Growth in Materials Requirements Planning
Number 5, Page 83

Mills, Ted
Human Resources—Why the New Concern?
Number 2, Page 120

Mintzberg, Henry
The Manager's Job: Folklore and Fact
Number 4, Page 49

Morein, Joseph A.
Shift from Brand to Product Line Marketing
Number 5, Page 56

Murthy, K.R. Srinivasa
(coauthor)
Should CEO Pay Be Linked to Results?
Number 3, Page 66

Neuman, John L.
Make Overhead Cuts That Last
Number 3, Page 116

Newman, Ruth G.
Case of the Questionable Communiqués
(Problems in Review)
Number 6, Page 26

Nolan, Richard L.
(coauthor)
At Last, Major Roles for Minicomputers
Number 3, Page 148
(coauthor)
Personal Privacy Versus the Corporate Computer
Number 2, Page 62

Nolan, Joseph
Protect Your Public Image with Performance
Number 2, Page 135

O'Connell, Jeffrey
Why Not No-Fault Product Liability?
(Ideas for Action)
Number 6, Page 6

Oliver, John B.
(coauthor)
Is Selling Technology to the Soviets Dangerous?
(Ideas for Action)
Number 1, Page 18

Patz, Alan L.
Performance Appraisal: Useful but Still Resisted
Number 3, Page 74

Rayner, Derek G.
A Battle Won in the War on the Paper Bureaucracy
(Ideas for Action)
Number 1, Page 8

Robinson, Dwight E.
Style Change: Cyclical, Inexorable, and Foreseeable
Number 6, Page 121

Roche, Gerard R.
Compensation and the Mobile Executive
Number 6, Page 53

Salter, Malcolm S.
(coauthor)
Should CEO Pay Be Linked to Results?
Number 3, Page 66

Scobel, Donald N.
Doing Away With the Factory Blues
Number 6, Page 132

Searby, Frederick W.
Return to Return on Investment
Number 2, Page 113

Shycon, Harvey N.
(coauthor)
Put a Price Tag on Your Customer Servicing Levels
Number 4, Page 71

Smith, Charles W.
Gearing Salesmen's Efforts to Corporate Profit Objectives
(Ideas for Action)
Number 4, Page 8

Smith, Martin L.
(coauthor)
Young Viewers' Troubling Response to TV Ads
Number 6, Page 109

Sorenson, Ralph Z.
(coauthor)
How Multinationals View Marketing Standardization
(Probing Opinions)
Number 3, Page 38

Spencer, William I.
Who Controls MNCs?
(HBR Interview)
Number 6, Page 97

Speno, M. Jeffrey
(coauthor)
Fast Work Needed to Forestall Rail Line Abandonments
(Ideas for Action)
Number 3, Page 8

Spiegel, Arthur H., III
How Outsiders Overhauled a Public Agency
Number 1, Page 116

Sprague, Christopher R.
(coauthor)
Put a Price Tag on Your Customer Servicing Levels
Number 4, Page 71

Sprague, Linda G.
(coauthor)
Behind the Growth in Materials Requirements Planning
Number 5, Page 83

Stasch, Stanley F.
(coauthor)
Shifting Role of the Product Manager
Number 1, Page 65

Stern, George L.
Surface Transport: Middle-of-the-Road Solution
Number 6, Page 80

Stoner, James A.F.
(coauthor)
Case of the Plateaued Performer
(Problems in Review)
Number 1, Page 30

Sultan, Ralph G.M.
(coauthor)
Market Share—A Key to Profitability
Number 1, Page 97

Thain, Richard J.
Campus Recruiting: Too Much Corporate Bungling
(Ideas for Action)
Number 2, Page 12

Tracy, Karen B.
(coauthor)
Sources on the New Pension Law
(For the Manager's Bookshelf)
Number 3, Page 36

Twedt, Dik
Management Handbooks for Continuing Education
(Keeping Informed)
Number 4, Page 36

Vancil, Richard F.
(coauthor)
Get Ready for Price-Level-Adjusted Accounting
(Ideas for Action)
Number 2, Page 6
(coauthor)
Strategic Planning in Diversified Companies
Number 1, Page 81

Walters, Kenneth D.
Your Employees' Right to Blow the Whistle
(Thinking Ahead)
Number 4, Page 26

Wanous, John P.
A Job Preview Makes Recruiting More Effective
(Ideas for Action)
Number 5, Page 16

Warren, E. Kirby
(coauthor)
Case of the Plateaued Performer
(Problems in Review)
Number 1, Page 30

Weiher, Ronald L.
Sources on Industrial Democracy
(For the Manager's Bookshelf)
Number 5, Page 164

Weiss, Elliott J.
(coauthor)
Is Selling Technology to the Soviets Dangerous?
(Ideas for Action)
Number 1, Page 18

Wells, Louis T., Jr.
Social Cost/Benefit Analysis for MNCs
(Special Report)
Number 2, Page 40

Weston, Frank T.
Adjust Your Accounting for Inflation
(Thinking Ahead)
Number 1, Page 22

Whitney, Wheelock
(coauthor)
Don't Call it 'Early Retirement'
(HBR Interview)
Number 5, Page 103

Whitsett, David A.
Where Are Your Unenriched Jobs?
Number 1, Page 74

Wiechmann, Ulrich E.
(coauthor)
How Multinationals View Marketing Standardization
(Probing Opinions)
Number 3, Page 38

Wind, Yoram
(coauthor)
New Way to Measure Consumers' Judgments
Number 4, Page 107

Wittnebert, Fred R.
Big Equals Less Profitable (Still)
(Ideas for Action)
Number 2, Page 18

Zarecor, William D.
High-Technology Product Planning
Number 1, Page 108

Classified list of articles

Accounting

Adjust Your Accounting for Inflation
(Thinking Ahead)
by Frank T. Weston
Number 1, Page 22

Get Ready for Price-Level-Adjusted Accounting
(Ideas for Action)
by Richard F. Vancil and James N. Kelly
Number 2, Page 6

Administration

Manager's Job, The: Folklore and Fact
by Henry Mintzberg
Number 4, Page 49

'Visible Management' at United Airlines
(HBR Interview)
by Edward E. Carlson
Number 4, Page 90

Advertising Management

Young Viewers' Troubling Response to TV Ads
by Thomas G. Bever, Martin L. Smith, Barbara Bengen, and Thomas G. Johnson
Number 6, Page 109

What Is the Real Impact of Advertising?
by Jean-Jacques Lambin
Number 3, Page 139

What Makes Advertising Effective?
by Herbert E. Krugman
Number 2, Page 96

Agribusiness

U.S. Agribusiness Breaks Out of Isolation
by Ray A. Goldberg
Number 3, Page 81

Board of Directors

Becoming More Aware and Knowledgeable
(From the Boardroom)
by Myles L. Mace
Number 5, Page 170

It's Time to Clean Up the Boardroom
by Marvin Chandler
Number 5, Page 73

Legal Guidelines for Directors
(From the Boardroom)
by Myles L. Mace
Number 5, Page 18

Management Information Systems for Directors
(From the Boardroom)
by Myles L. Mace, editor
Number 6, Page 14

Business Reading

From Banking to Multinational Operations
(For the Manager's Bookshelf)
by Mary V. Chatfield
Number 4, Page 158

Management Handbooks for Continuing Education
by Dik Twedt
Number 4, Page 36

Matching the Individual and the Organization
(Keeping Informed)
by Robert A. Luke, Jr.
Number 3, Page 17

Some Books Published in 1975 About Business
(For the Manager's Bookshelf)
by Mary V. Chatfield
Number 6, Page 154

Sources on Industrial Democracy
(For the Manager's Bookshelf)
by Ronald L. Weiher
Number 5, Page 164

Sources on the New Pension Law
(For the Manager's Bookshelf)
by Maren Judd and Karen B. Tracy
Number 3, Page 36

Business-Government Relations

How Outsiders Overhauled a Public Agency
by Arthur H. Spiegel III
Number 1, Page 116

What Happens When Our Oil and Gas Run Out?
by Alan S. Manne
Number 4, Page 123

Case Discussions

Case of the Questionable Communiqués
(Problems in Review)
by Ruth G. Newman
Number 6, Page 26

Communication

Case of the Questionable Communiqués
(Problems in Review)
by Ruth G. Newman
Number 6, Page 26

Community Relations

Corporation and Its Obligations, The
(HBR Interview)
by C. Peter McColough of Xerox Corporation
Number 3, Page 127

Corporations Cannot Continue to Be Faceless
(Ideas for Action)
by L.L.L. Golden
Number 5, Page 6

Legal Counsel as a Social Adjuster
(Ideas for Action)
by William T. Gossett
Number 3, Page 6

Computer Management

At Last, Major Roles for Minicomputers
by Gerald J. Burnett and Richard L. Nolan
Number 3, Page 148

Embezzler's Guide to the Computer
by Brandt Allen
Number 4, Page 79

Personal Privacy Versus the Corporate Computer
by Robert C. Goldstein and Richard L. Nolan
Number 2, Page 62

Consumerism

New Way to Measure Consumers' Judgments
by Paul E. Green and Yoram Wind
Number 4, Page 107

Control

Make Overhead Cuts That Last
by John L. Neuman
Number 3, Page 116

Executive Compensation

Compensation and the Mobile Executive
by Gerard R. Roche
Number 6, Page 53

Should CEO Pay Be Linked to Results?
by K.R. Srinivasa Murthy and Malcolm S. Salter
Number 3, Page 66

Executive Development

Case of the Plateaued Performer
(Problems in Review)
by E. Kirby Warren, Thomas P. Ference, and James A.F. Stoner
Number 1, Page 30

Financial Management

Borrowed Liquidity: Signal of Corporate Distress
(Ideas for Action)
by Mirjan Ivanetic
Number 1, Page 6

Funds Position: Keystone in Financial Planning
by Pearson Hunt
Number 3, Page 106

How about Original-Issue, Deep-Discount Bonds?
(Ideas for Action)
by William K. Harper, Paul D. Berger, and Earl M. Foster
Number 5, Page 8

Lessons from the 1974 CD Market
by Dwight B. Crane
Number 6, Page 73

HBR Classic

Marketing Myopia
(HBR Classic)
by Theodore Levitt
Number 5, Page 26

HBR Interviews

Corporation and Its Obligations, The
by C. Peter McColough of Xerox Corporation
Number 3, Page 127

Don't Call It 'Early Retirement'
by Wheelock Whitney and William G. Damroth
Number 5, Page 103

'Visible Management' at United Airlines
by Edward E. Carlson
Number 4, Page 90

Who Controls MNCs?
by William I. Spencer of Citicorp
Number 6, Page 97

Human Relations

Campus Recruiting: Too Much Corporate Bungling
by Richard J. Thain
Number 2, Page 12

'Discipline Without Punishment' Lives
(Ideas for Action)
by John Huberman
Number 4, Page 6

Human Resources—Why the New Concern?
by Ted Mills
Number 2, Page 120

Management with Objectives —or by Reaction
(Ideas for Action)
by John Huberman
Number 6, Page 10

Insurance

Employees' 'Cafeteria' Offers Insurance Options
(Ideas for Action)
by Berwyn N. Fragner
Number 6, Page 7

Unemployment Insurance: Time for Reform
by Martin S. Feldstein
Number 3, Page 51

Why Not No-Fault Product Liability?
(Ideas for Action)
by Jeffrey O'Connell
Number 6, Page 6

International Business

Is Selling Technology to the Soviets Dangerous?
(Ideas for Action)
by John B. Oliver and Elliott J. Weiss
Number 1, Page 18

Inventory Policy

Behind the Growth in Materials Requirements Planning
by Jeffrey G. Miller and Linda G. Sprague
Number 5, Page 83

Put a Price Tag on Your Customer Servicing Levels
by Harvey N. Shycon and Christopher R. Sprague
Number 4, Page 71

Leadership

Is Management Really an Art?
by Henry M. Boettinger
Number 1, Page 54

Legal Aspects of Business

EEO Compliance: Behind the Corporate Mask
by Frances Lear
Number 4, Page 138

Inverse Seniority: Timely Answer to the Layoff Dilemma?
by Robert T. Lund, Dennis C. Bumstead, and Sheldon Friedman
Number 5, Page 65

Your Employees' Right to Blow the Whistle
(Thinking Ahead)
by Kenneth D. Walters
Number 4, Page 26

Long-Range Planning

Strategic Planning in Diversified Companies
by Richard F. Vancil and Peter Lorange
Number 1, Page 81

Management Information

Battle Won in the War on the Paper Bureaucracy, A
(Ideas for Action)
by Derek G. Rayner
Number 1, Page 8

Management Training & Development

Quality Control in a Service Business
by G.M. Hostage
Number 4, Page 98

Managing the Multinationals

How Multinationals View Marketing Standardization
(Probing Opinions)
by Ralph Z. Sorenson and Ulrich E. Wiechmann
Number 3, Page 38

Social Cost/Benefit Analysis for MNCs (Special Report)
by Louis T. Wells, Jr.
Number 2, Page 40

Who Controls MNCs? (HBR Interview)
by William I. Spencer of Citicorp
Number 6, Page 97

Marketing Planning & Strategy

Key Options in Market Selection and Product Planning
by E. Raymond Corey
Number 5, Page 119

Market Share—A Key to Profitability
by Robert D. Buzzell, Bradley T. Gale, and Ralph G.M. Sultan
Number 1, Page 97

Marketing Myopia (HBR Classic)
by Theodore Levitt
Number 5, Page 26

Shift from Brand to Product Line Marketing
by Joseph A. Morein
Number 5, Page 56

Shifting Role for the Product Manager
by Richard M. Clewett and Stanley F. Stasch
Number 1, Page 65

Strategies for High Market-Share Companies
by Paul N. Bloom and Philip Kotler
Number 6, Page 63

Style Changes: Cyclical, Inexorable, and Foreseeable
by Dwight E. Robinson
Number 6, Page 121

Marketing Research

When, Where, and How to Test Market
by N.D. Cadbury
Number 3, Page 96

Mergers & Acquisitions

Dinosaurs among the Bears and Bulls
by Theodore Levitt
Number 1, Page 41

Motivation

Is Job Enrichment Just a Fad?
by J. Richard Hackman
Number 5, Page 129

New-Product Planning

High-Technology Product Planning
by William D. Zarecor
Number 1, Page 108

Organization

Big Equals Less Profitable (Still) (Ideas for Action)
by Fred R. Wittnebert
Number 2, Page 18

Performance Appraisal

Performance Appraisal: Useful but Still Resisted
by Alan L. Patz
Number 3, Page 74

Personnel Management

Blue-Collar Worker Goes on Salary, The
by Robert D. Hulme and Richard V. Bevan
Number 2, Page 104

Doing Away with the Factory Blues
by Donald N. Scobel
Number 6, Page 132

Expanding Role of the Personnel Function, The
by Fred K. Foulkes
Number 2, Page 71

Inverse Seniority: Timely Answer to the Layoff Dilemma?
by Robert T. Lund, Dennis C. Bumstead, and Sheldon Friedman
Number 5, Page 65

Job Preview Makes Recruiting More Effective, A (Ideas for Action)
by John P. Wanous
Number 5, Page 16

Where Are Your Unenriched Jobs?
by David A. Whitsett
Number 1, Page 74

Philosophy of Business

Mission of Our Business Society, The
by Louis Banks
Number 3, Page 57

Our Society in 1985—Business May Not Like It
by William F. Martin and George Cabot Lodge
Number 6, Page 143

Physical Distribution

Physical Distribution: The Concept of Shared Services (Thinking Ahead)
by Walter F. Friedman
Number 2, Page 24

Planning & Analysis

Planning for the Unthinkable (Ideas for Action)
by Robert Hershey
Number 4, Page 20

Price Policies

How to Raise Prices—Judiciously—to Meet Today's Conditions (Ideas for Action)
by Norman H. Fuss, Jr.
Number 3, Page 10

Product Planning & Strategy

How to Cope with Supply Shortages
by A.A. Meitz and Breaux B. Castleman
Number 1, Page 91

How to Trace and Recall Products
by George Fisk and Rajan Chandran
Number 6, Page 90

Production Management

Doing Away with the Factory Blues
by Donald N. Scobel
Number 6, Page 132

Psychology

Don't Call It 'Early Retirement' (HBR Interview)
by Wheelock Whitney and William G. Damroth
Number 5, Page 103

On Executive Suicide
by Harry Levinson
Number 4, Page 118

Public Relations

How to Meet the Press
by Chester Burger
Number 4, Page 62

Protect Your Public Image with Performance
by Joseph Nolan
Number 2, Page 135

R&D Management

Managing Technological Change: A Box of Cigars for Brad
by Frederick W. Gluck and Richard N. Foster
Number 5, Page 139

What Happens When Our Oil and Gas Run Out?
by Alan S. Manne
Number 4, Page 123

Real Estate

Avoiding Pitfalls in Real Estate
by Peter C.M.S. Braun
Number 1, Page 125

Return on Investment

Return to Return on Investment
by Frederick W. Searby
Number 2, Page 113

Sales Management

Gearing Salesmen's Efforts to Corporate Profit Objectives (Ideas for Action)
by Charles W. Smith
Number 4, Page 8

Manage Your Sales Force as a System
by Porter Henry
Number 2, Page 85

Small Business

How to Buy a Small Manufacturing Business
by Douglas E. Kellogg
Number 5, Page 92

Taxation & Public Finance

Why Business Must Seek Tax Reform
by Reginald H. Jones
Number 5, Page 49

Transportation

Fast Work Needed to Forestall Rail Line Abandonments (Ideas for Action)
by M. Jeffrey Speno and Charles Brenner
Number 3, Page 8

Surface Transport: Middle-of-the-Road Solution
by George L. Stern
Number 6, Page 80

Women In Business

EEO Compliance: Behind the Corporate Mask
by Frances Lear
Number 4, Page 138